

EXHIBIT 17

From: Evelyn Rojas <ev_rojas@yahoo.com>
Sent: Tuesday, February 14, 2012 12:25 PM
To: Rick Singer <rwsinger@gmail.com>
Subject: Rick's Book-Revised Outline Proposal
Attach: Rick's Book-Proposed Outline.doc



Rick's Book- Proposed Outline

Working title: Getting Your Child Into College: The Untold Story

Introduction / Preface:

The College Applications Process:

Premise is you shouldn't do it yourself anymore. Too competitive, too many factors. Put your child's future in the hands of a professional who has successfully helped hundreds of students get into the right college.

First chapter: What is a life coach? Why use a life coach?

Second chapter: Branding
Who are you? How do you communicate that to others?

Subsequent Chapters: Myth vs. fact format

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|---|---|
| Academics | 3) The age at which your child should start preparing |
| Academics | 4) In which year to take certain classes (pre-algebra) |
| Academics | 5) Which classes to take (biology vs. chemistry) |
| Sports | 6) How to choose which sports to play |
| Extra-curricular activities | 7) Are they all the same? Which ones to participate in |
| Letters of recommendation | 8) From whom should you get them? |
| Personal essays | 9) How important are they? What should you write about? |
| GPA | 10) How important is it? How do you gain an advantage? |
| The Right Fit | 11) Which college experience will be the best for your child? |
| Financial Aid / Scholarships | 12) Astronomical costs of higher ed.-how can we pay for it?
Filling out the FAFSA correctly |
| Legacies / Special Circumstances | 13) Don't overlook these opportunities (alumni, migrant
farm workers, disabilities, kids with learning

difficulties other?) |

Front, back and side door relationships 14) Who you know *does* matter

Other???